

QUILL



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THE QUILL

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AT DEADLINE

By R. L. P.

BUSINESS certainly picked up in the "Best Headline of the Month" department these last few weeks—for which we are duly grateful. Here's hoping that the flow of scintillating, witty, and out-of-the-mine-run examples of headline writing will continue.

This month's offerings begin, appropriately enough, with some samples of the heads turned out during the hours when the outbreak of war in Europe appeared certain and after the fighting began.

One of the best of these was the banner line in the San Francisco *Chronicle* which greeted members of Sigma Delta Chi as they arrived on the west coast for the opening day of the annual convention, Thursday, Aug. 31. The line read:

IT'S STILL 0 TO 0!

Then there are the two which Gene Cooper, of Dallas, sent. The first, which appeared in the Fort Worth *Press*, was an 8-col. line, starting with about 96 point type which gave way to increasingly smaller type in this significant fashion:

Hopes for Peace in Europe Fading

The other one he submitted appeared in the El Paso *Herald-Post*, Aug. 31. It was an 8-col. line reading:

Nertz to War—It's Rodeo Day

Perhaps the most forceful of all, however, was the headline which appeared in the Augusta (Ga.) *Herald* as war began. It proclaimed bluntly:

BUTCHERY IS BEGUN!

TURNING from the war to headlines in lighter vein, we chuckled over this one from Bob Miller, of the Palouse (Wash.) *Republic* which told of the pathetic situation in which one Stanley Anderson, Potlatch road farmer, found himself when his overalls caught fire from some chemicals he was using to kill weeds:

**Put on "Anxious Seat"
by Blazing Overalls**

Bob also made this challenging statement:

"Hey! Give us weekly editors a chance to get in on your 'top-notch heads' contest. Don't think for a minute that all the good desk men are on the big papers."

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Tainted 'Truth' in the Tropics!

Castor Oil and Copy for Cash Common in Cuban Journalism

By R. E. WOLSELEY

ONE of the many paradoxes of Latin America is that the countries in that area so recently realigned with the U. S. A. through the Lima Conference are known for their illiteracy and yet are so abundant with printed matter.

Just as one is impressed, in any South or Central American country, with the profusion of bananas and pineapples and wonders who eats them all, so one also is overwhelmed by the confusing number of periodicals and wonders who reads and finances them all. The contrast with the United States of America is sharp. Here the one newspaper city is becoming the vogue. Today there is gloom among Yankee publishers, who watch the trade papers for signs of better days and nervously scrape at the wallpaper in their private offices trying to think through what the Wages and Hours law means to them.

Latin journalists get headaches, too, if from different causes. By looking, for example, at the press and publishing businesses of Cuba, it is possible to get a contrasting picture with the free press of the U. S. A. This picture puts the press of this country in a new perspective and is a fair view, I believe, of journalism in the tropics.

ALTHOUGH the Tourist Commission tries its best to impress upon visitors that "Havana Is Not Cuba," from the journalistic standpoint Havana is Cuba. The best edited, the largest, and the most widely-read papers and magazines are published in Havana. Authors, all of whom must finance their own books, usually pick Havana printers; some may send or take their manuscripts down the island to the old capital, Santiago, but they are likely to send them to Mexico City or Buenos Aires if they happen to dislike the Havana printing presses.

In no way is it unfair, then, to forget right now Santiago's five-year-old, cheap little daily, *Libertad*, and the not much better *Diario de Cuba* of the same city, as well as the occasional small daily published in Sancti Spiritus or some other old town in the in-

terior. These papers, about 60 in number, deserve little more attention than this. They are on a par with the poorer North American weeklies.

Abundance is the keynote of the press of the capital, Havana. Compare it with Chicago, which has a population nearly equal to that of the entire nation of Cuba. The American city has five general English-language dailies. Havana has 14 general Spanish dailies, probably more general papers than any two or three American cities of its size (600,000). In addition, the Cuban capital has another half dozen daily papers, published for the financial world and for the English-speaking and Chinese readers.

In the States, selling papers in the streets, except in the business and shopping area, is a lost art; in Cuba, street sales still are the heart of newspaper circulation. The peanut vendor song was no *tour de force* of an American song writer, for Cuban cities are full of peddlers; and many of them sing to announce their presence. Thus with the newsies. Few use the neatly-made cloth bags or the push-carts so common in this country. Instead they fold in two a discarded page mat and tote the papers under their arms in that. It rains so little that there hardly is any need for protection.

All fourteen of the Spanish papers in Havana may be bought for a total of 37 cents. As soon as they are spread out and examined it is possible to get a glimpse into Cuba's journalistic background and, it is fair to say, into the journalistic background of most Latin-American countries. It is a good guinea pig for the investigator of journalism in the equatorial belt.

Behind any such daily output of newsprint, sometimes fancifully named *¡Alerta!* or *Hoy* or *Frente* and sometimes very matter-of-factly *Diario de la Marina* or *El Pais* or *Informacion*, is the story of blackmailing publishers, castor oil doses for reporters who become too critical of the military government, abolition of journalists' unions, ready availability (for cash) of front page space for advertising or libel dis-



R. E. Wolseley

guised as news, and wholesale stealing of news from competitors.

TO understand the condition of the Havana press it is necessary to be clear about some general situations existing in Cuba. There comes to mind at once, of course, that government on the island is military, rather than civil. The civil authorities have almost no power except in insignificant matters; everything is done under the direction of the commander-in-chief of the army, Col. Fulgencio Batista. Cuba has had government by force for well more than a decade. In the past the force was in the hands of the civil government, today it is with the military.

An older factor, generally a tradition, is the practice of depending upon politicians or would-be politicians for the financing of the press. And third is the long-established policy of placing the news or editorial columns of a newspaper or magazine at the service of the highest bidder.

It should not be forgotten that the Cuban press suffered terrific repression before the 1933 revolution and journalists are today careful not to bring punishment upon themselves again. Many papers were removed permanently. Every sheet but one in Cuba was suppressed temporarily at one time or another before the revolution. The exception was the *Heraldo de Cuba*, of which Orestes Ferrara, former secretary of state and only recently readmitted to Cuba, was the owner. An administration paper, it "got its" in 1933, the revolutionists de-

scending upon it, breaking windows, smashing presses, and throwing typewriters to the street from upper-story windows. Today it is virtually forgotten.

Only two or three of the periodicals suppressed before 1933 by the Machado régime have reappeared. At least a dozen papers and weekly magazines disappeared and in several instances their editors disappeared forever with them.

IN general, therefore, journalism is not a successful business or profession in Cuba. The only exceptions are the magazines of broad enough appeal to circulate throughout Latin America, such as the weekly, *Carteles*. These are above suspicion and technically very well made (*Carteles* was the first magazine in the world to be printed altogether by the off-set process).

But the daily or weekly paper cannot hope to be read much beyond its natural area of news coverage; it cannot expect many readers when the rate of literacy is in the lower brackets. Thus the press often looks to a subsidized existence or one dependent upon blackmail. The sale price of a Cuban paper may be from one to five cents a copy, hence there appears to be no relationship between the honesty of the paper's administration and the price charged for it.

Neither is it possible to find a relationship between the number of years a paper has been published and its present practices. Two-thirds of the Havana papers have been coming out for five years or fewer; many have died or been killed in recent years; only two really are old papers (*Diario de la Marina* is 106 years old and *El Mundo* is 38). The turnover, then, is quite rapid. A new revolution would rock the press once more (not, however, that Cuba has had so many; she is an exception to the idea that Latin countries change governments every week).

The Audit Bureau of Circulations has no members among the Cuban dailies, although one large paper is applying for membership. Nor have these papers a comparable organization of their own, but one is being contemplated. The papers of "The Pearl of the Antilles" announce prominently that they have been given mailing rights by the government, and, if they use one, announce also the name of the press association to which they belong or whose service they buy.

Advertising, considered the life blood of the papers of the States, is very largely in the hands of a monopoly and several of the dailies appear to depend upon the weekly full-page lot-

WITH the future relations between the United States and the other nations of the Americas becoming increasingly important every day, the condition of journalism in the Americas becomes likewise increasingly important and significant.

This penetrating article on the condition of Cuban journalism presents an unattractive picture—depicts conditions in Latin American journalism which, it is hoped, can be corrected in the not too distant future. The comments and conclusions of Mr. Wolseley are not based on one trip to Cuba. His father was born in Cuba; he has visited Cuba several times and has been all over South America; he speaks Spanish and has numerous family and professional connections in Latin America.

An assistant professor of journalism at the Medill School of Journalism, Northwestern University, Mr. Wolseley is a graduate of that university. His newspaper experience was gained in the East and Middle West covering most jobs on the editorial side from reporter to managing editor. He also has had experience in publicity and trade journalism, is the author or co-author of four journalism books and has contributed to some 75 magazines including *Coronet*, *American Home*, *American Scholar*, *Ken*, *Christian Century*, *Commonweal* and others.

tery advertising to pay the printing bill if no more.

THE cupidity of the Havana publishers shows itself in the matter of press association news. Four papers belong to the *Associated Press*; one uses *Havas* service; one buys from the *United Press*; and two from *Transradio*, a newcomer. No one uses Mr. Hearst's *International News Service*. The other papers put mysterious symbols after the date in their foreign news datelines. *¡Alerta!*, for example, will appear with (SEA) in its dispatches. *Diario Grafico* will have the code sign (SDG). *La Discusion* will use (SED). They mean, in the same order, *Servicio Especial ¡Alerta!* (Special Service for *¡Alerta!*) *Servicio Diario Grafico*, and *Servicio Especial Discusion*, and a little study will show that they are put on news stories appropriated without credit from any number of other papers.

This may be considered a minor offense by some, to be classed with the trick of the U. S. city editor who gets a tip or query from a free lance writer, notes its content, refuses to pay for the message, and then follows up the news independently. But it has its effect upon the type of news disseminated in Havana. It has led, along with the lack of confidence in the press inspired by the cheap and shoddy appearance of most of the Havana papers, to a tendency among readers in that province at least to shrug their shoulders (some-

thing all Latins do with expression) and mutter "todo es mentiras" ("all lies").

But the greatest proof of the cupidity is the readiness with which publishers, free of the fear of libel since there almost are no such laws in Cuba, will print what they are paid to print. Prominent business men in the capital cite examples of their victimization freely. They will be fighting for, or maybe against, a particular piece of legislation. The editor of one of the papers suggests quite openly that for so many thousands of dollars he will put his paper behind the bill (or against it, as wished).

In other instances they will receive visits from publishers who plan to prepare articles of a complimentary or uncomplimentary nature. If they are derogatory pieces the publishers expect payment to prevent their publication; if they praise the protagonist the publishers expect payment to assure their publication or an advance order of some many hundreds or thousands of copies.

If a Mr. So-and-So has a grudge against a Mr. Such-and-Such and would like to "smear" Mr. Such he sometimes takes some currency to the office of one of the papers, and arranges for something to appear about Mr. Such. Mr. So sometimes never sees the material appear. Why? Simply because Mr. Publisher has seen Mr. Such and has had his other palm crossed.

A normal price for front page news position in Havana is reported to be \$1,000. But it has gone as high as \$10,000 in recent years. And this practice is defended, by its more frank users, as perfectly normal and understandable.

"Why not?" asked the editor of a daily—and not one of the smaller ones—when challenged because he had said quite frankly that he is in journalism to accumulate money and nothing else and that if he had to take money on the side to assure his \$5,000 a month income he would do it.

"Why shouldn't the journalist sell his services to whoever wants them just as the doctor does?" he went on. "The journalist is no different than the lawyer in this respect," he insisted.

THIS attitude naturally leads to a cringing pose when it comes to relations with the government, particularly the military régime now in power. Virtually every publisher is seeking to keep or gain the good humor of the boss, not only to stay in print but also to get shares of any proceeds available. Contrast this with the attitude of the U. S. press toward the Washington administration.

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THE QUILL for October, 1935



Paul T. De Vore

FARM Practices followed by Farmer Brown on his South Carolina cotton farm are not of great interest to Farmer White on his wheat farm in Montana or Wyoming, but Farmer White IS vitally interested in what Farmer Black is doing on his farm in a neighboring county or area.

Where there is a similarity in the method of preparing land for crops, in cultivation practices, in types of irrigation, in harvesting procedure, in types of equipment used, or in range management or livestock feeding, the system followed by one farmer or stockman often involves some improvements over the system followed by others and these improvements sometimes mean the difference between an efficient and an inefficient farm operation.

Now, Farmer White hasn't the time or money to personally inspect and study these setups in other farm areas. The average farmer or stockman, however, is willing and anxious to discuss his program with you and appreciates having other farmers drop in for an inspection and visit. While in the field it is almost impossible to fix a definite itinerary because most farmers like to show you their entire setup, including crops, livestock, chickens, machinery and buildings. Hospitality reigns supreme on the western farm and ranch, and a visit to the farmer means a visit and not a half hour social call.

TO be of the greatest service to farmers in Montana and northern Wyoming, the *Montana Farmer* has developed an experience letter department that is one of the most popular, if not the most popular, features in the paper. Through this department we not only have been able to develop

Stories of the Soil

Readers of This Farm Paper Prove Equally Capable With Pen or Plow

By PAUL T. DE VORE

some good practical farm experience stories, but some highly interesting and educational features. It gives Farmer White much of the information he would have obtained on a personal inspection trip.

This department might be called a "clearing house" of farm ideas. The letters, averaging five to seven each issue, are published on one page under a standing head, "Farm and Ranch Experiences." While there are arguments for and against established departments in a paper, farmer reaction leads us to believe that it is better to group these letters under one head.

Hundreds of our readers tell us that they always turn to the experience page first to see if Farmer Brown or Farmer Black is carrying on some practice that might be incorporated in their own program. Many have asked that we reprint the letters in booklet form.

THE bulk of our news material is set in 13-em column widths, four columns to the page, but the experience page is set 17½ ems, three columns to the page, thus giving it the same prominence as our regular feature pages.

The farmer's name is carried as a byline, except in cases where he requests that only initials be used. In either event, we always show the county. We have found it is better to use only the county for a definite post-

office address usually floods the farmer with inquiries for more information. A few years ago one or two letters were published, using the postoffice address, and one farmer received more than 1,000 personal inquiries.

As the winter season is usually the one in which farm work is less pressing, we obtain the bulk of our letters between November and March. Many, however, are received in the spring, summer and fall. The letters come to the office on anything from wrapping paper to engraved letterhead stationery. They are edited mostly for spelling and punctuation.

We believe the letters mean more to the writer and the readers if they are published about in the way they are written. We seldom have to rewrite a letter in its entirety, except in cases where the farmer gives only an outline and requests that it be written. The average farmer has little difficulty in explaining his project despite the fact that letter writing to him is a real undertaking.

IT should be pointed out that Montana is a state of specialized farming and this, in part, accounts for the great interest in this clearing house department.

To illustrate this specialization, Montana produces approximately one-fourth of the mustard consumed in

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THIS interesting article, telling how the Montana Farmer has developed its experience letter department into one of the most popular, if not the most popular, features in the publication, suggests a step that might well be followed by weeklies and semi-weeklies in the agricultural regions. If it works for a farm magazine why won't it work for the farm page of the weeklies?

Paul T. De Vore, the author, was raised on farms in Minnesota and Montana. He took journalism at the University of Montana and following graduation, became statehouse reporter for the Helena (Mont.) Independent. Subsequently he became agricultural reporter for the Great Falls (Mont.) Tribune, a post he held for six years. He next served a year as assistant extension editor, Montana State College, then, in September, 1935, became associate editor of the *Montana Farmer*, a post he still holds.

Honored by Sigma Delta Chi at West Coast Convention



Kirke Mechem

Mr. Mechem, former newspaperman, now secretary of the Kansas State Historical Society, at Topeka, was named national honorary member of the fraternity.



Elmo Scott Watson

A veteran in the fraternity's service, Mr. Watson, editor of Publishers' Auxiliary, was elected national president of Sigma Delta Chi at the annual convention.



J. Roscoe Drummond

Mr. Drummond, executive editor of the Christian Science Monitor, was selected by the fraternity as its national honorary president for the ensuing year.

SDX in the Golden West!

By JAMES C. KIPER

Executive Secretary, Sigma Delta Chi

NEWs that rocked the world was woven throughout the 24th national convention of Sigma Delta Chi, held Aug. 31 to Sept. 5 in San Francisco, Palo Alto, and Los Angeles.

Word of the outbreak of the Second World War reached delegates and other members of the professional journalistic fraternity as they took invoice of their profession and its problems. A few hours after the war extras were on the street, the convention had the privilege of hearing first hand from Herbert Hoover, the only living ex-president—perhaps the best informed person on European and American affairs today—a historical statement full of emotional strain and understanding of world catastrophe.

Mr. Hoover spoke for half an hour on Sunday morning, Sept. 3, after having listened since three o'clock that morning to radio reports and the address of King George VI to his people. The statement, strictly off the record, was invaluable to the press but remained only in the minds of the hearers.

Two days before Mr. Hoover spoke, the convention at its traditional banquet heard Dr. Karl Brandt, economist of the Food Institute at Stanford University, and formerly an economist for the German government, which he served as a citizen of that country, gave an off-the-record talk in which he made many significant state-

ments regarding the possible course and outcome of the war.

The remarks of these two authorities gave added weight to the reminder of President George A. Brandenburg as he addressed the opening session Thursday, Aug. 31: "With the world tense and headline conscious, we can well remind ourselves of our responsibilities to society and to our profession."

THE convention, recognizing the tremendous task and danger facing foreign correspondents in reporting European affairs accurately to the American public, acclaimed the newspaper men in the following resolution:

"Whereas, the European situation for the past 18 months has been fraught with significance for the entire world, and

"Whereas, the knowledge of events and their interpretations have been of the utmost importance in charting America's own course in international affairs, and

"Whereas, the tense situation has created a condition wherein foreign governments have imposed restrictions that have made news transmission possible only with the utmost difficulty, and

"Whereas, foreign governments have added distorted official reports and even censorship to the correspondents' difficulties,

"Therefore, be it resolved that this con-

vention of Sigma Delta Chi go on record as commending the American correspondents of newspapers, press associations, and radio for giving America accurate, unbiased and speedy reports on foreign events despite these obstacles."

THE convention opened its sessions Thursday morning, Aug. 31, at the San Francisco Press Club and continued there through the day and evening. The party of delegates and officers moved to the Stanford University Union Residence on the campus at Palo Alto Thursday evening. Sessions were held on the Stanford campus Friday, Saturday and Sunday, and on Monday the party moved down the coast to Los Angeles, with headquarters at the Beverly Hills Hotel, for the Tuesday sessions. The convention adjourned Tuesday evening, Sept. 5, following a banquet sponsored by the Los Angeles Professional and University of Southern California Undergraduate chapters.

Major actions taken by the convention are summarized in adjoining columns.

In its professional program sessions, the convention made a thorough study of the local, national and Washington news-fronts. For the complete list of speakers and their subjects, see *THE QUILL*, Aug., 1939.

Undergraduate delegates and members, at the Friday morning, Sept. 1, session dis-

THE QUILL for October, 1939



New officers of Sigma Delta Chi at Palo Alto, left to right, John J. Kistler, Executive Councilor; Dr. Chilton R. Bush, vice-president, expansion; Elmo Scott Watson, national president; George A. Brandenburg, Past President, Chairman, Executive Council; Irving Dilliard, vice-president, undergraduate affairs; Oscar Leiding, vice-president, professional affairs.

cussed activities programs with a view to strengthen the professional phase of their work. Elmo Scott Watson, as vice-president-in-charge of undergraduate affairs, was highly commended by the delegates for his work in compiling a manual of the activities of all chapters.

To further stimulate observance of high standards in journalism, the professional program of the fraternity was expanded by establishing a series of contests and awards in both the undergraduate and professional fields.

In the undergraduate field, the convention established: (1) a national contest to determine the best selection (a) of editorials, (b) feature stories, (c) sports stories, and (d) straight news stories published in a college or university newspaper each school year. The student winning in each division will be awarded a medal.

(2) A photo contest to be conducted in connection with each national convention of the fraternity, entrants to be limited to undergraduate members, classifications to include (a) feature pictures, (b) sports

pictures, and (c) spot news pictures. First, second, and third awards will be made in each classification.

(3) A citation for excellence in journalism for one man in each graduating class of every college and university represented by a chapter of Sigma Delta Chi, the award to be determined on the basis of character, scholarship and the competence to perform journalistic tasks. The selection at each college or university will be made by a committee composed of the president of the Sigma Delta Chi

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What the Pacific Coast Convention of SDX Did—

Elected—

President—Elmo Scott Watson (Illinois Prof.), Chicago, editor, the *Publishers' Auxiliary*, lecturer at Medill School of Journalism, Northwestern University, author, syndicate feature writer, historian.

Vice-president, Professional Affairs—Oscar Leiding (Illinois '27), New York City, cable editor, the *Associated Press*.

Vice-president, Undergraduate Affairs—Irving Dilliard (Illinois '27), St. Louis, editorial writer, *St. Louis Post-Dispatch*; Nieman fellow, 1939.

Vice-president, Expansion—Dr. Chilton R. Bush (Wisconsin '25), Palo Alto, Calif., head, Division of Journalism, Stanford University.

Secretary—Willard R. Smith (Grinnell '21), Madison, Wis., Wisconsin state manager, *United Press Associations*.

Treasurer—Palmer Hoyt (Oregon '23), Portland, Ore., publisher, the *Portland Oregonian*.

Executive Councilors—Barry Faris (Cornell Prof.), New York City, editor-in-chief, *International News Service*.

John J. Kistler (Kansas '20), Lawrence, Kan., Department of Journalism, University of Kansas.

Wayne Gard (Grinnell Prof.), Dallas, Texas, editorial writer, the *Dallas News*.

Douglas E. Lurton (North Dakota '21), New York City, editor, *YOUR Magazine* group.

QUILL Endowment Fund Trustees—Forrest Dale Cox (Indiana '23), Chicago, director of public relations, International Harvester Company, to fill the unexpired term (1 year) of Phil S. Hanna, editor, the *Chicago Journal of Commerce*, resigned.

Kenneth C. Hogate (DePauw '20), New York City, president, Dow Jones & Co. and the *Wall Street Journal*, for four-year term (re-elected).

Honored—

Kirke Mechem, Topeka, Kan., secretary of the Kansas State Historical Society, by election to national honorary membership (only one elected each year), for his development of the society's world renowned newspaper library. Mr. Mechem, formerly a member of the staffs of the *Topeka Daily Capital* and the *Wichita (Kan.) Eagle*, is the author of five full-length and eight short plays, the latest being "John Brown," which won the 1938 Maxwell Anderson Award of Stanford University.

J. Roscoe Drummond (Syracuse Prof.), Boston, executive editor, the *Christian Science Monitor*, by electing him National Honorary President.

Ralph L. Peters (Ohio State '26), roto editor, the *Detroit News*, by awarding him the Wells Memorial Key for distinguished service to SDX as editor of *THE QUILL*, and for other outstanding service as executive councilor, president and chairman of the executive council.

Selected Des Moines, Ia.—

As the 1940 convention city, with the Drake University and Des Moines Professional chapters as hosts. Time, latter part of August. Definite dates will be set by Executive Council and host chapters.

Expanded Awards Program—

By establishing editorial and photography contests, and a citation for all-round excellence in college publications field (on campuses where SDX chapters are located); and, five citations for distinguished service in the professional field. (See adjoining story for details.)

Commended Foreign Correspondents—

Of newspapers, press associations and radio for giving

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THEY'VE been saying for a long time that "silence is golden"—but I've been wondering a little about that statement lately.

In his autobiography, Dr. Chevalier Jackson, the great bronchoscopist, reminds readers that clinical facts do not change though their discoverers may draw wrong conclusions.

I have a set of facts which have been sprouting and blooming in that corner of the newspaper business within the range of my eyes. It is a corner viewed from the inside looking out and sometimes the plaster may look a little looser to me than it does to the stockholders and the man who signs the pay checks. But if the facts growing there are duplicated in other corners, those of us who are faced with making a career of journalism during the next 20 years ought to be doing something about it.

FACT No. 1: A district court trial continued for two weeks in an average-sized midwestern city involving a claim of a stockholder against a bank. The defense included testimony citing in detail a record of a former state banking superintendent's alleged coercion of the defendant to mulct it of assets. The bank officials therefore disclaimed responsibility for collapse of the stockholders' investment and the district judge decided, on hearing this and other evidence, against the stockholder.

This case came up in a year when the political party which had sponsored the bank superintendent was campaigning for restoration to power on the ground it would stop corruption and malfeasance at the statehouse.

The story of the trial was never mentioned in the county seat daily in the city where the case was heard though a full-time reporter covered other courthouse news daily. The only mention of the case in any paper was in the daily published at the state capital, which announced on an inside page that the case was in progress but did not mention any testimony of issues.

Some of the best legal talent in the district fought on opposing sides in this case. I asked one of the lawyers if the case had been suppressed by court order and he said "No." "Then the secrecy was all through the courtesy of the newspaper?" I asked. "Yes," he said.

There is only one daily newspaper in the city where this trial occurred.

FACT No. 2: A set of county furniture replaced with newer furniture was put in storage. Later it appeared in the office of a son of one of the county supervisors.

A reporter for a newspaper was told this and immediately verified it through the county auditor.

Both papers in this city are owned by the same organization. The reporter was starting to write the story of the furniture when the managing editor advised him that the supervisor, tipped off by the auditor, had called and asked that it be kept out of the paper. The supervisor had often "gone to bat" for the paper, so

For Silence May Not

If Readers Suspect Papers Refuse to Print All of the News, Then What?

By DWIGHT M. BANNISTER

the managing editor directed the story be omitted.

FACT No. 3: A midwestern city administration found a loophole in the state's municipal bond law whereby the city was able to issue bonds without a public vote, previously believed necessary.

A new city hall reporter aroused the antagonism of the administration by printing details of tax levies assessed for future years to pay the bonds and interest. Within a few hours the publisher of the paper for which he worked, who himself was an employee, not a controlling owner, stopped the reporter on a street corner and informed him, "I regard the mayor as a very fine man."

A city editor who had assigned the reporter to write stories the city administration wished to have neglected was later released from employment on grounds ostensibly having no connection with news policy.

IF I were interested in old-style vilification for the sheer artistic pleasure of writing a Philippic, I might name dates and places in my clinical facts.

That would not be libel, perhaps, because I could claim the defense of truth and public interest, but it would be entirely beside the point. I have talked to newspapermen in somewhat my own position in various towns and cities. I know newspaper stockholders in a fair variety of communities and in the course of ten years I have talked with a good many publishers.

It looks to me as if there is a definite trend about which the news department

hired help should be vitally concerned. It doesn't matter where these incidents occurred. They happened in cities several miles apart. I checked the facts. There are other incidents like them. I know they happened. I can relate them without feeling I am attacking anyone. One of the papers concerned was recently cited for outstanding community service in a nationwide competition.

IT appears to me these instances are drawn not from the worst but the best examples of the journalism in midwestern cities. I have purposely omitted items involving notoriously weak papers or those whose absentee owners seem more than ordinarily eager to milk them of immediate profit.

I believe that while this type of instance is still little known among the mass of readers it is a key to a situation which has developed in the last 25 years. In no city involved would it have been safe to suppress such stories 25 years ago, because active rival papers would have spread them before the public. My state is practically without real competition between newspapers in the same city. A few outstanding exceptions to this dot a map which is almost exclusively filled with one-paper cities. Expense of modern machinery and equipment and the solidity of present press associations make it unlikely any new rival papers will be started.

I believe I have perceived in the last 10 years a decrease of interest among news executives in reporters or editors with a knack for ferreting out facts. The exclusive story or the scoop no longer

NEWSPAPERS which suppress the news—even though they may have a monopoly in a city or town—are playing with fire. The public, should it get the idea generally that the newspapers deliberately suppress significant news, cannot be expected to like the situation.

Such are the points stressed in this article which is not an indictment of any particular paper or papers, but a cry of alarm at what the author sees as a growing trend of silence.

Dwight Bannister has been employed in newspaper and advertising work in three Mid-Western states since his graduation from Northwestern University in 1928. At present he is state editor of a daily in a Mid-Western city of 30,000 persons. The newspapers for which he has worked, he writes, have offended less along the lines he discusses than most others.

Always Be Golden—

means business gains in the average city, which perhaps is the backbone of the country and of journalism. Pretty photography, neat make-up and punctilious regard for the comforts of the stockholders or their friends when they visit the shop have replaced energy and alertness as prime requisites of a newsroom man in some midwestern cities. So far as this is true, the future of journalism as a self-respecting profession offering some rewards outside the mere pay envelope is waning.

MORE sinister is the conclusion that the readers may gradually find out about the bank superintendent's story that never appeared in print though it would have made a whacking good story, and in view of the political campaign, a story in the public interest, rooted in sworn court testimony.

There may develop a resentment at the repeated declaration to poor bums who try to keep their intoxication stories out—all of whom, so far as I have seen on various midwestern papers, are told that everything which goes on the court record is printed and "Of course we can't start making an exception in your case or there would be no stopping."

Some day the readers may get tired of the printed word of their daily paper because of the poisoning suspicion that there is a deliberate effort not to print all the news. Then newspaper revenues may decline and journalistic career men may be without jobs.

I know what practically all executives will say to this: "These are isolated instances." I know the journalistic idealists will join the same chorus. I would have done so five years ago myself. I am confident the men who ordered these suppressions would scorn the idea there was anything sinister in them.

They had facts which I do not have, they would tell me. They knew best. After all, there are some things the public would misunderstand. But I am beginning to wonder. I wonder if some elderly stockholders are not likely to reap the best crops off the newspaper field and leave it barren to younger men whose stake in it is a job—a job they wish would exist in some form 20 years from now.

MY personal opinion is that these facts, representing a much larger situation growing out of the increasing degree of corporation ownership of daily newspapers in moderate-sized cities and the nearly universal one-paper city situation, signify vital danger to anyone who is taking his journalism seriously as a life career on the news side.

So far as I can see it demands rather early action by news men to solidify themselves in an organization as strong as the publishers' press associations and to demand for local news men an active voice, equivalent to that of a corporation di-

rector, in forming policies of the paper in which their interest is their job. This voice would be expressed by an elected representative of the news department, serving perhaps as a corporation director.

The development of such an organization is opposed by the old-fashioned idealistic news man who still lives in the conditions of 20 years ago when a news man was a free agent. He objects to anyone's telling him anything about how he should work except his city editor.

It is opposed by that news man who has sprung up more recently and has learned to bend the knee to the advertiser and the country club without wounding his conscience, who finds himself advancing over the winding pathways of intra-office politics and who is therefore satisfied. It is opposed also by men with a professional interest in their work who fear it might become merely a labor union, not so much a defender of journalistic principle as a wage-and-hour racket, not so much a long-range program to save medium-city journalism as to provide organizers with a meal ticket.

Anyway, I am sure the news rooms of the nation need to wake up to their own peril. I know we need something vastly



Dwight M. Bannister

more universal in the way of organization than can be furnished by a group reaching only college men. We need something saner than a labor union and more idealistic. I am sure the future of journalism is not safe in the hands of the stockholders. I hope somebody knows what to do about it.

Stories of the Soil

[Concluded from page 5]

the United States and this state and California are the only ones in which mustard is grown on a commercial basis, each contributing about 25 per cent of the nation's domestic needs. Montana ranks third in sugar beet production; has special tillage methods for dryland wheat production, and special soil and water conservation practices.

With such specialization, it is quite obvious that a state farm paper should be the natural medium for dissemination of farm news and exchange of ideas. Equipment used in carrying out these various farm and ranch practices also is more or less specialized and farm experiences with this equipment are always of real interest to our readers.

SOME might ask: "Do we allow space rates for these experience letters?"

No. Farmers of Montana and northern Wyoming, the area served by the *Montana Farmer*, do not receive pay for their letters. They consider their contribution a service to their fellow farmers and they feel they are more than repaid by the ideas and suggestions they obtain from the department. We do not believe that we would get the quality letters we do if it were thrown open on a space rate basis.

We do, however, accept many space rate articles written by farmers and ranchers that are of general interest to our readers. For the most part, these articles can be classed as short, short stories. During the latter part of 1938 and first part of 1939 we ran a serial written by a Montana farmer and while it pertained to his own experiences on a cut over timber land farm, it proved highly interesting to farm readers far removed from the forest area.

This clearing house department is handled entirely separate from letters written by farmers expressing opinions on crop control programs, wheat insurance, government loans, or state legislation affecting the farm. The latter also are handled in a department, this one being known as "Letters from Readers." We also encourage this type of letter, but urge our readers to make them short and to the point.

Farm papers have various ways of handling experience letters, but none of the two or three dozen with which I am familiar handle them in just the same way we do on the *Montana Farmer*. There is no doubt room for improvement, but it has been very effective in stimulating farmer interest and in making the paper a most valuable medium of service.



This is a typical example of Cartoonist Berryman's work.

FEW men have squeezed from the long years the joy of life and living that Clifford K. Berryman, the Washington *Star's* cartoonist, has known during his 70 years, not only for himself but for the thousands who look forward each day to their quiet chuckle with him in the evening.

Living, to Cliff, has been a joyous adventure, with another cartoon and another laugh always just ahead. He approaches each day's task, and he has been doing it now for 50 years, with all the zest of a small boy heading for a picnic.

He has been drawing pictures since he was knee high to a duck. His predilection in art has always been for politicians—and this gave him his start. As a boy—one of nine boys in a family—in Woodford County, Ky., Cliff Berryman never saw a greater man than Joseph C. S. Blackburn, Representative in the Forty-fourth through the Forty-eighth Congress (1875 to 1885) from the 7th district and later elected to the Senate. His between-session trips to the backwoods of Kentucky from the glamorous capital were big events. The only time Cliff ever played hookey from school, in 1882, was to hear Mr. Blackburn make a campaign speech. Cliff was 13, and he was impressed. With a hard-earned dollar he bought a jigsaw, drew a portrait of his hero and, pasting it on the lid of a cigar box, cut it out and mounted it so that it would stand up.

One day the Senator called at the office of Mr. Berryman's uncle in Ver-

sailles, Ky. Cliff's masterpiece occupied a prominent place on the uncle's desk.

"Where did you get that statue of me, Ed?" asked the Senator.

"One of Jim's boys made it," said Uncle Ed.

"Where is he now?" asked the great man.

"Down on the Kentucky River, on their farm."

"That boy's got talent," said the Senator. "I'm going to take him to Washington and see what I can do for him."

SO, on Aug. 4, 1886, a 17-year-old youngster, wearing a heavy winter overcoat—for Washington, as far as Kentucky, was concerned, was up north toward the Arctic Circle—arrived in Washington. Cliff had never been farther than 55 miles from his home until he set out to seek his fortune.

The Senator had a job for Cliff as draftsman in the Patent Office at a salary of \$30 a month. He drew trademarks and other such humdrum necessities of life. But his eyes were on the great men who lived in Washington and his heart was in the game of politics that brought them here.

He had then, as he has now, a consuming interest in these men—but a curiously detached, impersonal interest that casts aside everything about them except the way they play the game. For Berryman they have been characters in a constantly changing scene. There is seldom a sting and

He Hitched His

Cliff Berryman Began C By Cartoon 50 Years A

By B. M. McK

Managing Editor, the Wash

never anything mean in a Berryman cartoon. The antics of politicians may be uproariously funny to the cartoonist, but he prefers laughing with them to laughing at them.

AFTER he began drawing cartoons, he started a collection of autographs that is doubtless one of the most interesting in existence. He filled his first album in 1898, with the names of nearly 60 outstanding men and women of that year. Some of the names are still great names. Each name was accompanied, on the page set aside for it, with a beautifully executed pen portrait of the subject. Sometimes the picture was drawn after the autograph had been obtained. Sometimes the picture was the "come on" for the autograph, as in the case of the Spanish Ambassador, Don Enrique Dupuy de Lome, who had been recalled by Spain in February, 1898. The Ambassador's recall was big news and the morning papers announced that the Ambassador would see no one. Mr. Berryman wanted to get his autograph. He presented himself at the Embassy and

WAR and rumors of war have again brought the spotlight they deserve—for no phase of journalism excites more readers or provides a more penetrating analysis than the cartoons from the drawing rooms of cartoonists.

In its current series on the leading cartoonists it respects to these reporters, editorial writers and artists of the country is Clifford Berryman, of the Washington *Post*. His long and interesting intimate account of Mr. Berryman and his work is by Benjamin Mosby (Benjamin Mosby) McKelway, managing editor of the Washington *Times*.

Mr. McKelway, a native of Fayetteville, N. C., found himself enrolled in Virginia Polytechnic Institute. Later, he attended George Washington University on the Washington *Times*. The war brought him to France, following which he resumed his education at the New Britain (Conn.) Herald. In March, 1920, he became a copyreader on the *Post* after he asked to be made a reporter. He became city editor, news manager, assistant managing editor.

His Pen to a Star

gan Covering the Capital
ars Ago—and Is Still at It

M. McKELWAY

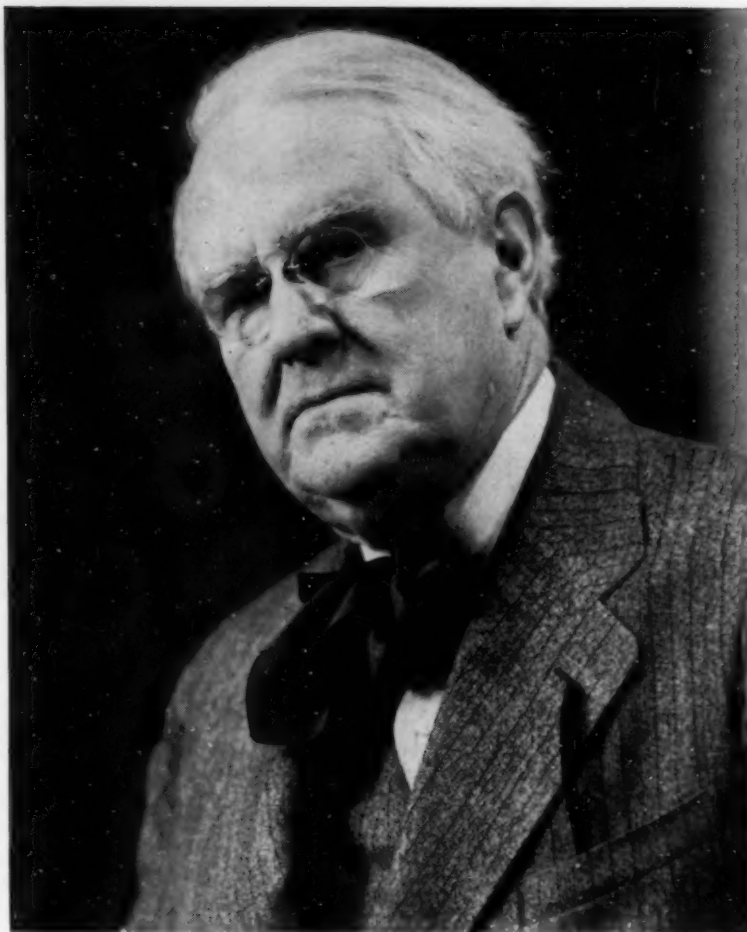
the Washington Evening Star

received a cold eye from the butler. "That's queer," said Cliff, "I thought I could see him. Take this to him." He gave the butler the album, opened at the page whereon was pictured the Ambassador's handsome countenance. The butler, impressed, took the book to the Ambassador, who sent for Berryman.

"What do you want?" he asked brusquely.

"I came to request your signature," said Berryman. "I've been wanting it for a year." This was not strictly accurate, but a certain license is allowed autograph seekers.

"That is an excellent piece of work," said the Ambassador. "I will sign." And so he signed, like so many have done since. The name and sketch are in the album with the names of President McKinley, Vice-President Hobart, Thomas B. Reed, C. D. Sigsbee, commander of the Maine, Admirals Dewey and Schley, Richmond Pearson Hobson, Queen Liliokalani, Cleveland, Mark Hanna, Chauncey Depew, Dr. T. De Witt Talmage, Susan B. Anthony, Gen. Nelson Miles, Robert G.



Clifford K. Berryman

Ingersoll, Richard Mansfield, William Jennings Bryan, John Jacob Astor (who examined the album once and wanted to buy it) and a large assortment of the great or might-have-been great.

IN 1889 Berryman, having contributed some sketches to the *Washington Critic* of the first District National Guard Camp at Fort Washington, visited the office of the *Washington Post* with some drawings of a picnic at Marshal Hall. Frank Hatton, who, with Beriah Wilkins, then owned the *Post*, answered Berryman's timid knock with a cheerful "Come in" and Berryman showed him his work. Part of the young man's nervousness at the interview—for he was very nervous—was caused by a sudden fear that the newspaper might print the sketches and then charge the artist—at advertising rates—for the privilege of having them printed. Berryman was willing to pay, but he didn't have much cash.

He remembers Mr. Hatton's interest and courtesy to this day. And no young man in search of honest criticism has ever been rebuffed by the *Star's* cartoonist. He remembers how the friendly interest of one busy man

impressed one youngster, and he has not forgotten it.

Hatton showed the sketches to the *Post's* managing editor, Scott C. Bone. They were used, and Berryman got a check for \$25. That was almost a month's pay. Berryman began to wonder how long that sort of business had been going on and decided it was worth looking into seriously.

He was later given a job at the *Post*, as understudy to the late George Y. Coffin, *Post* cartoonist, and as Mr. Coffin was frequently ill, Berryman cartoons began to appear regularly. He was engaged for the *Star* by the late Crosby S. Noyes in 1908, and from the first day at work for the *Star*, with a few days missed because of illness or vacations, the Berryman cartoon has been a page-one feature ever since.

NOT long after he began his regular cartooning there occurred the "Teddy bear" incident, which, had Mr. Berryman or his associates possessed the commercial foresight of a Walt Disney, might have made him a rich man. As a matter of fact, Berryman never made a cent from his famous Teddy bear. The original Teddy bear cartoon hangs in the National Press Club, and its

again brought the American cartoonists into phase of journalism carries more weight, influencing a more penetrating analysis of existing conditions drawing boards of the nation's outstanding

leading cartoonists of the nation. The Quill pays editorial writers and feature writers who do their work with a typewriter. One of the best known cartoonists of the *Washington Star*. The accompanying work was prepared by B. M. managing editor of the *Star*.

ayetteville, N. C., wanted to be a reporter, but via Polytechnic Institute's agriculture course. In 1916 he became a reporter and brought enlistment in the Army and service resumed his journalistic career on the *Times*. He then moved to the *Herald*, then to the *Washington Herald*. In 1924 he became a reader on the *Washington Star*. Shortly thereafter. He became successively assistant city editor, assistant managing editor, then, in July, 1937

story, told many times, can be repeated here—for somebody is always bringing it up and asking how it started.

President Theodore Roosevelt had gone (November, 1902) to Mississippi on a bear hunt not long after the incident of the white and Negro troops in Brownsville, Tex. For 10 days he and his companions searched in vain for any sign of game. Finally, the last day of his vacation, the stirring cry of "bear" was heard outside the President's tent and he hurried out to discover a cub tethered with a stout rope.

Teddy was contemptuous. "Take it away," he said. "If I shot that little fellow I would be ashamed to look in the faces of my own children."

Mr. Berryman depicted this incident in a cartoon which he labeled with double entendre, "Drawing the Line in Mississippi." The next morning William E. Chandler (former Senator from New Hampshire, then president of the Spanish Claims Commission), called Mr. Berryman and told him that he and Senator Lodge had laughed heartily over the cartoon, and hoped the little bear would be continued.

Mr. Chandler's telephone call was merely the beginning. Hundreds of letters were sent to the cartoonist attesting the popularity of the bear. Mark Sullivan has written in Volume II of "Our Times":

"The 'Teddy bear,' beginning with Berryman's original cartoon, was repeated thousands of times and printed literally thousands of millions of times; in countless variations, pictorial and verbal, prose and verse; on the stage and in political debate; in satire or in humorous friendliness. Toy-makers took advantage of its vogue; it became more common in the hands of children than the woolly lamb. For Republican conventions, and meetings associated with Roosevelt, the 'Teddy bear' became the standard decoration, more in evidence than the eagle and only less usual than the Stars and Stripes."

IT never occurred to Mr. Berryman to patent his little creation. He merely says:

"I have made thousands of children happy; that is enough for me."

Theodore Roosevelt habitually called the "Teddy bear" the "Berryman bear." Mr. Berryman has in his collection a photograph of Roosevelt inscribed as follows:

"The creator of the Berryman bear always has the call on the Roosevelt administration! My dear Mr. Berryman, you have the real artist's ability to combine great cleverness and keen truthfulness with entire freedom from malice. Good citizens are your debtors. Ever your friend, Theodore Roose-

velt." The photograph is dated January 4, 1908.

An ironic aftermath of the Teddy bear creation in which this photograph played a decisive role, occurred in 1914. A Midwestern cartoonist, who had adopted the Teddy bear for use in his own cartoons, obtained a patent or copyright on it. His lawyers called on the president of The Evening Star Newspaper Co. and informed him of the patent; they said that the *Star's* cartoonist must discontinue his use of the Teddy bear and threatened to sue for damages every time the bear should appear in a Berryman cartoon, from that day forward.

Mr. Noyes, indignant at their attitude, apprised Mr. Berryman of the situation and inquired what he proposed to do. The cartoonist recalled his six-year-old photograph of Theodore Roosevelt. Mr. Noyes immediately wrote to the lawyers, described the photograph and informed them that the *Star's* representatives would be waiting for them on the courthouse steps. No word was ever received from them, although their client has continued to practice his profession for the last quarter century.

NEAR Theodore Roosevelt's photograph in Mr. Berryman's collection hangs one of his (and President McKinley's) scholarly Secretary of State, John Hay. The inscription is reticent—merely "To C. K. Berryman with regards." However, Mr. Hay offered the cartoonist the vice-consulship in Paris, with the thought that the post would give him opportunity to study art. Mr. Berryman declined, with thanks.

Just 10 years later another Secretary of State, William Jennings Bryan, made him a similar offer, to send him to the capitals of Europe in behalf of the Pan-American Exposition, to arrange for exhibits in those countries, from South American nations. But Mr. Berryman again refused.

His friendship with Bryan, however, was a long and happy one. The earliest of several photographs he has of the "Great Commoner" is inscribed "To Mr. C. K. Berryman, the Donkey's friend from another friend, W. J. Bryan."

Mr. Berryman has never chosen his friends according to their politics. Simultaneously with his friendship with Mr. Bryan, for instance, was an equally warm one with that rock-ribbed Republican, "Uncle Joe" Cannon. They often attended baseball games together, and frequently the theater.

The first photograph the cartoonist received from "Uncle Joe" was in 1904. It was framed in wood from the old Supreme Court in the Capitol, and is

for this reason unique in Mr. Berryman's collection.

His collection of photographs of prominent men includes those of Thomas A. Edison, Andrew Carnegie, Cardinal Gibbons, "Marse Henry" Watterson, John T. McCutcheon, noted American cartoonist; James Bryce, Great Britain's scholarly Ambassador to this country from 1907 to 1913, and France's beloved Jules Jusserand, who represented his nation here for a much longer period. The instruction on Viscount Bryce's photograph is characteristic: "To the resourceful pictorial Commentator on Current Events."

AN amusing incident occurred in connection with the Carnegie photograph. In 1911 President Taft decorated the financier for his efforts in behalf of peace. Mr. Berryman drew a cartoon depicting Uncle Sam presenting this medal, with an appropriate sentiment. Mr. Carnegie told his friend, John Barrett, then director of the Pan-American Union, that it was the finest likeness of himself he had ever seen in a newspaper cartoon. He asked Mr. Barrett if he thought it could be purchased. The latter told Mr. Berryman, who forthwith sent the cartoon "with his compliments" to Mr. Carnegie. In acknowledgment, the financier sent him an autographed photograph, and also one of his own books, "An American Four-in-Hand in Britain," likewise autographed to "The Prize Cartoonist."

A few months later, when Mr. Berryman was at a baseball game with "Uncle Joe" and several other Congressmen, Mr. Barrett joined them, saying:

"I've got a good joke to tell you on Berryman. I was lunching with Mr. Carnegie in New York a few days ago, and the first thing he asked me was, 'Is the Washington *Star's* cartoonist Berryman all right? I mean, is he a normal sort of fellow? I reassured him that I thought so, and asked why he doubted it. He told me about the cartoon being sent 'with Berryman's compliments' and said it was the first time in his life that he had ever received something for nothing."

IN contrast to this, was Mr. Berryman's acquisition of an autographed photograph of Senator Henry Cabot Lodge during his last term. Senator Lodge had autographed one of Mr. Berryman's early albums; but as his autographed photograph collection grew during the first two decades of this century, he coveted a picture of the Massachusetts Senator. He had presented not a few cartoons to Senator Lodge, and finally intimated that he would appreciate a photograph.

"I am very sorry," said Senator Lodge courteously, but with an unmistakable "Cabots-speak-only-to-God" air, "but I never present autographed photographs to anyone."

Some months later, after Senator Lodge had been re-elected by an infinitesimal margin, Mr. Berryman drew a cartoon of him squeezing through a crack in a stone wall. It was an excellent likeness of Lodge, and the next day his son-in-law, A. P. Gardiner, called on the cartoonist and said that Mr. Lodge would like very much to have it.

"Tell you what," said Mr. Berryman, "I'll make a deal with you. If you can get the Senator to autograph one of his photographs to me, I'll give you the cartoon." In a few days Mr. Gardiner returned with a handsome photograph of Lodge, inscribed to the cartoonist with these words—"In remembrance of much pleasure which he has given, this unimaginative production of the Sun."

WITH other autographed notes is that of Marshal Foch, who visited Washington in 1921. Mr. Berryman made a testimonial cartoon, showing Uncle Sam welcoming the former commander in chief of the allied forces, and subsequently sent it to the French Ambassador to present to Marshal Foch if he cared to do so. Mr. Berryman received a note from Foch himself, in his own language, expressing thanks for the cartoon that had been sent him.

The stirring events of the war and its aftermath provided political cartoonists with unsurpassed "copy." Of the many appreciations he received he feels that the most arresting (because it was from a foreigner who did not even know his name) was the letter on the stationery of a Washington hotel, sent to Mr. Theodore W. Noyes on February 17, 1919, by an English newspaperman:

"My dear Mr. Noyes:

"I think the *Star* is entitled to the best 'wordless editorial' on its first page today I have seen to date (the cartoon by Berr—). Please believe me, sincerely. A. F. MacDonald (London *Times*). I sent it to Lord Northcliffe for use at the peace parley."

Woodrow Wilson, the most scholarly executive in the past half-century, is, curiously enough, the only person whose photograph in Mr. Berryman's collection has a scratched word. He wrote, "To my good friend, C. K. Berryman, the most genial and one of the most genial of cartoonists." He crossed out the second "genial" and wrote "humorous" above it.

All of the Presidents of the United States, beginning with McKinley and

including Franklin D. Roosevelt, are represented in Mr. Berryman's "hall of fame." Of some of the Presidents he has several photographs. President Harding wrote, "With the deference of a printer to the art and incisiveness of a great cartoonist."

Mr. Berryman has four different autograph collections, two albums, photographs, letters and books. The letters number thousands. And some of them are from the fathers and grandfathers of men now prominent in the Capital—Robert A. Taft, Henry Cabot Lodge, Jr., Henry A. Wallace, Morris Shepherd, Robert M. La Follette, Jr., Bennett Clark, James Wadsworth, Jr., the Bankheads, Frederick Hale, Joseph Byrns, as well as the gifted and charming daughter of the "Great Commoner," Ruth Bryan Owen Rohde.

About a quarter century ago Senator John Hollis Bankhead, father of the Speaker, uncle of Senator Bankhead, then leading a fight for good roads, requested Mr. Berryman to make a cartoon illustrating the contrast between good and bad roads. The Senator slipped the cartoon into the *Congressional Record* and it created a furore. So far as Mr. Berryman knows, this is the only cartoon ever made expressly for and printed in the *Record*.

HE has generously shared his gift, as Washingtonians know. He has given hundreds of "chalk talks" for churches, schools, various organizations, asking no recompense for himself but helping in the task of raising funds for whatever the worthy cause might be. His method in making "chalk talks" is to sketch his pictures on large paper, accompanying his drawing with a running talk of the character or incident to be pictured. After that is completed, he tears the sheet from the easel and discards it on the floor. After the talk

is over, there is always a concerted rush from the audience to snare one of the pictures.

He regularly attends church, plays a game of golf which is marked by a stance that seldom fails to create comment, is intensely loyal, loves the Gridiron Club and has done more favors for more different kinds of people and asked nothing for himself than anybody will ever know.

For years he has followed a daily routine in preparing his cartoon. He is one of the early arrivals at the office. He reads the papers carefully and often sketches ideas from the headlines. He and his associates discuss the news for cartoon possibilities. Some days the news is full of cartoons. Some days it is dry and the cartoon comes hard. When the subject is finally selected and outlined, however, the cartoonist's enthusiasm is contagious.

That is what makes it so much fun to work with him. His work has been play, of which he never grows tired. His vigor, his freshness, his keen enjoyment of life and people, infect those about him. At 70 he is still to know what it means to grow old.

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'Truth' in Tropics

[Concluded from page 4]

The other angle on the government's press policy is that it is churlish to foreign journalists, mainly because those journalists have gone home to write rather uncomplimentary articles about some of the unhealthy social conditions in Cuba.

The government is particularly wary of the U. S. press representatives, for it has been burned severely here in recent years. Therefore visiting newspaper or magazine writers are put to great trouble for interviews with the higher-ups. The army has its press division, headed by a robust captain covered with medals but not with journalistic training, and advised by an American journalist whose advice is pigeon-holed along with the clipping books he assembles. The first will not help the press get the facts and the second cannot. Thus the foreign journalist must work through his embassy or consulate, if he can, and then he may get only a few minutes with an unimportant cabinet minister.

FROM the unthinking critics of the Cuban press (such as the Anglo-American business man or Cuban tycoon of little contact with the rank and file journalist) can be heard indiscriminate charges that all Cuban journalists are blackmailers, be they reporters, editors, owners, special writers or cartoonists. These critics often point to the big building of the Reporters' Association of Havana as evidence of the "velvet" or "swag" or "graft." Say the cynical: "They must be rolling in money to maintain a beautiful place like that."

Some of these reporters, it is true, are making blackmail money, just as some of the news gatherers and writers of any large city in the world make something on the side extra-legally. Witness the recent revelations about certain California sports writers. But if most of these reporters are making a lot of money with blackmail they are not spending much of it on their club, housed in a large building in downtown Havana.

The skeptics need only go inside the club to agree. It is better than almost anything to be seen in most U. S. cities, yet is murky, not at all well kept, and is not too well equipped with old furniture. There are a little-used and dusty reading room, a work room, a bar, many lounge rooms, a fencing room, a handball court, and a dining room or two. Big salaries or plenty of side money for the reporters would not be needed to maintain the place at its

present level because the association has 800 members charged \$12 annually in dues. For this they get the use of the premises, including free shaves and haircuts.

The reporter's lot is somewhat easier in Cuba than in many Northern cities because of the natural advantages of living in the tropics. But he is now not allowed to have an organization more nearly resembling a trade union than his association, which is principally a town club and social hang-out. His job is undependable because of the short life of a paper and his salary is low. He often cannot write what he knows to be the truth because the truth may bring may bring a dose of castor oil. He fears even to describe what is going on in Cuba for the press outside his country; a pseudonym is not considered enough protection.

IF the employed newspaperman has a generally dull and restricted literary existence, what adjectives can describe the lives of the free lance writers, such few as there are.

The newspaper pays very little for

material from outsiders, only rarely buying anything but a special piece. The magazines pay a top of \$20 an article or story and buy little copy, since Cuba, like other Latin countries, is not in the Copyright Union and piracy of literary material is almost a national industry. Book publishers who operate on a risk basis there are none, and U. S., British or other firms cut very little ice. The most successful free lance is the photographer. The radio is more and more important and many newsmen, as in this country, have shifted from the typewriter to the mike.

The state of Cuban journalism—the condition of journalism under the palm trees of this hemisphere in general—can be represented by the handling of a recent story of a big Havana wedding. Of the 1,000 words devoted by the leading daily of the island to the main description of the wedding, almost 500 dealt with the floral decorations and fully a third of these with the abilities and virtues of the florist: A typical passage:

"Fulano de Tal, those incomparable florists of the great garden, 'The Bower,' who were in charge of the floral decorations, kept their promises magnificently, as we anticipated."

LINE TO THE LANCERS

Market Tips

Felix B. Streycckmans has been appointed editor of *Future*, the magazine for young men published in the interests of the United States Junior Chamber of Commerce. Streycckmans formerly was managing editor of Science Research Associates, publishers of occupational information.

Future will accept fictional material and articles of interest to young men of Junior Chamber age, 21 to 35 years, paying up to two cents per word. Articles should average 2,500 to 3,000 words in length and should be addressed to the editorial offices at 134 North La Salle Street, Chicago.

"Host, published at 404 Fourth Avenue, New York City, is a new quarterly which will be devoted entirely to the field of home entertainment. Host will use articles on entertainment in and about the home. This includes historical articles relating to this subject, articles on sports, on food and liquor, on radio, on parties of all kinds, on photography, on games and simple magic. All articles should be strongly tied in with the field of home entertainment. As Host is to be issued four times a year wherever possible the seasonal angle should be stressed. Payment for all material is on publication."—FRANK CASPERS, Editor.

"We are in the market for a wide variety of articles dealing with the subject of pets. We want articles telling how to raise, train, select, breed, care for, make money with, etc., on all types of pets. Articles on foxes, dogs, cats, birds, exotic animals, etc., are desired. Personal history stories, success stories of outstanding pets and pet owners will be purchased.

Kinks of all sorts on how to take care of pets or provide for them will be used. Briefs should run from 100 to 750 words, short articles from 750 to 1,500, and feature articles from 1,500 to 3,000. Articles should be accompanied with photographs or sketches where necessary.

Rate of payment will be one cent per word. The editor will be glad to correspond with writers regarding the suitability of the material, or work out special assignments upon suggestions submitted by free-lance writers. Ziff-Davis Publishing Company, 608 So. Dearborn St., Chicago, B. G. DAVIS, Editor.

A new house magazine, *People & Places*, has been announced by the DeSoto Motor Company, Detroit, for distribution by its dealers. Editorial requirements will be articles and pix of interesting personalities, anywhere and everywhere, but more than usual emphasis is placed on INTERESTING. Copy length of 500 to 1,000 words in crisp, terse style. No eloquence or salve. Payment on publication will be one cent per word with pix extra. First issue scheduled for release Aug. 20. Query editor, Frederick O. Schubert, 444 New Center Bldg., Detroit, if more info is desired.

Contests

The publishing houses of J. B. Lippincott Co., of Philadelphia and New York, and Hodder & Stoughton, Ltd., of London, have announced a competition for a new author and a first novel in the "great romantic tradition." The winner will receive: a cash payment of \$2,500 outright, which will be in addition to earnings; a travel award, if the winner be an American, which will provide a tour of approximately four weeks with all expenses paid in Europe, or, if the winner be British, a four weeks' tour of the United States; an assured income of \$2,500 per annum, on account of royalties, for four years from the date of publication of the winning novel, during which time the author will write three further novels for the associated publishers. The competition will be managed in America by Sanders & Conroy, literary agents, 522 Fifth Avenue, New York City. Full details may be obtained from them. All manuscripts entered must be submitted not later than June 30, 1940, but competitors are asked to submit their entries at the earliest possible date.

• THE BOOK BEAT •

These Times

LET THE RECORD SPEAK, by Dorothy Thompson. Boston: Houghton Mifflin Company. 408 pp. \$2.75.

The publication of this volume could not have been timed better. Dealing as it does with the European situation in general, and with Hitler and the repercussions of his policies in particular, the book made its appearance during one of those dramatic crises for which he is responsible.

"Let the Record Speak" is a compilation of the newspaper columns, magazine articles, radio broadcasts, and occasional addresses which Miss Thompson has prepared during the past three years. These various items were, as she explains, written "under the pressure of the news," and are an analysis of the whats and whys of Hitler's program, with special reference to their meaning to democratic nations.

The content of the book is arranged chronologically, beginning with March 19, 1936, and going through July 26, 1939. As a preface to each article, there is a brief section entitled "I See by the Papers," wherein is presented the news upon which the piece is based. The volume opens with a chapter, "This Book," in which Miss Thompson describes the origin and scope of the work, and the fundamental convictions which underlie her interpretative comments. At the end of the volume is a section, "Conclusion," in which the author summarizes her views in the light of these three years' observations.

Noting that the papers herein collected "have the unity of a fairly consistent argument," Miss Thompson explains why, in her judgment, her comments have been substantiated by subsequent developments.

"In so far as the commentator has accurately gauged the importance of events, and foreseen the results of policies, it is because she has adhered to a few fundamental convictions, and has considered events in the light of certain principles. Where she has been wrong—and there are examples of overemphasis or erroneous interpretation included in this volume—it has been because she has weakened in those convictions or departed from those principles."

Among these "convictions" are (1) "that the National Socialist revolution in Germany would prove to be the most world-disturbing event of the century and perhaps of many cen-

Book Bulletins

NOT PEACE BUT A SWORD, by Vincent Sheean. 367 pp. Doubleday, Doran & Co., New York. \$2.75.

Here, the writer of "Personal History," and other equally revealing books on history recently made or still in the making, writes a personal history and observations of a notorious, troublesome, world-shaking, year—that period from March, 1938, to March, 1939.

The present conflict has been many months in the making. It did not burst upon an unsuspecting world—rather a world weary of waiting for the day it felt sure would come—a world convinced there could be no peace and that war, if it had to come, might as well come now and be done with the bloody mess.

Vincent Sheean's account of the nerve-straining months that preceded the march of Britain and France to battle begins with a searching survey of Britain's place and policy, moves here and there across the European landscape, setting the stage for the drama now unfolding.

You mustn't miss it.

AMERICAS TO THE SOUTH, by John T. Whitaker. 300 pp. Macmillan. New York. \$2.50.

With America's relations with her sister nations in the Western Hemisphere becoming increasingly important every day, this volume by the author of "And Fear Came" is indeed timely and significant.

After the Munich "agreement," John Whitaker, of the *Chicago Daily News*, asked to be sent to South America. He wanted to see firsthand conditions in the key countries of South America, to see if Germany and Italy might undertake there the conquests they had made elsewhere. He wanted answers as to how the Latin Americans actually regard the Colossus of the North; what was happening within Latin American borders; what Uncle Sam's attitude and policies should be.

The result is a volume giving the average American a good view of his neighbors to the South and an idea of how he might get along with them.

turies"; (2) "that National Socialism was designed for export"; (3) "that there is a fundamental incompatibility between any form of social order based upon political and economic freedom, and the dynamic, aggrandizing Fascism of Nazi Germany"; and (4) "that the National Socialist State was a nation mobilized for war; that war was its intention; that it would risk war whenever it was certain that it would win it; and it would be restrained only if, on a measurement of chances, the possibility of defeat seemed more than likely."

Naziism, in the opinion of this widely traveled and read correspondent, is "the enemy of whatever is sunny, reasonable, pragmatic, common-sense, freedom-loving, life-affirming, form-seeking, and conscious of tradition."

Miss Thompson says that she "believed at the time, and still believes, that the last certain chance to preserve peace and maintain the principle of arbitration and deliberate adjustment of differences was before the Austrian coup."

"The conquest of Czechoslovakia," she adds, "was the completely logical successor to the conquest of Austria; the conquest of Poland remains a completely logical successor to the conquest of Czechoslovakia; the conquest of all eastern Europe has been in the cards from the beginning."

One of the most alarming suggestions in this book, which is none too cheerful for those who love democracy and the things for which it stands, is this:

"The worst possible thing that could happen to the United States of America would be that Great Britain should decide not to oppose Germany, but to enter into collaboration with Germany, for the mutual exploitation of the rest of the world. This has been Hitler's hope and dream from the beginning, and there are powerful groups in England who are sympathetic to this idea. For a close alliance with Great Britain, Hitler would be willing to pay a price."

Miss Thompson is known as America's ace woman journalist. Her column appears in 195 newspapers with a combined circulation of 7,555,000. She contributes regularly to the *Ladies' Home Journal* and other magazines and is a radio commentator with a large following.

In private life, the author is Mrs. Sinclair Lewis. She lives in New York City with summer vacations spent on a remote farm in central Vermont.—JOHN E. DREWRY, Director, Henry W. Grady School of Journalism, the University of Georgia.

Books and Authors

The McMillan company reports that "Who Killed Aunt Maggie," by Medora Field, of the *Atlanta Journal*, has gone into a fifth printing.

Sterling North's new novel, "Seven Against the Years," published by Macmillan, is the story of the 10 years following the graduation from the University of Chicago of seven members of the class of 1929. One of the seven is a reporter and his adventures are autobiographical, says Mr. North, now literary editor of the *Chicago Daily News*.



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Presenting the New Members of SDX Executive Council



Douglas E. Lurton

Mr. Lurton, editor of the "Your" group of magazines, is a former newspaperman who turned, in 1932, to magazine work. Since then he has been supervising editor for the Fawcett publications, managing editor of the Literary Digest and, since 1936, editor of the "Your" group.



John J. Kistler

Member of the journalism department at the University of Kansas, Mr. Kistler brings to the council a varied background of journalistic experience. He was largely responsible for the success of the Topeka convention of Sigma Delta Chi.



Wayne Gard

Mr. Gard, an editorial writer for the Dallas News for the last six years, served the Associated Press three years in India; was an editorial writer for the Chicago Daily News and the Des Moines Register; headed the journalism department at Grinnell for five years and has written numerous magazine articles.

SDX in the Golden West

[Continued from page 7]

chapter, the chapter's faculty adviser, and a professional member of the fraternity who is a graduate of the college or university. The citation is not to be restricted to members of Sigma Delta Chi.

FOR the professional field, the convention established Distinguished Service Awards to foster and encourage high journalistic standards by the citation annually of individuals for excellence in writing, the awards to be made for (a) general reporting, (b) editorial writing, (c) foreign correspondence, (d) Washington correspondence, and (e) radio news-casting. The awards are to be suitably inscribed medals.

The convention also adopted the recommendation of the committee on awards that there be established a past president's key, the first to be awarded to Retiring President Brandenburg.

THE various entertainment features provided for the convention by the hosts proved as enlightening and entertaining as the professional program. Delegates and officers were presented with the key to San Francisco by its mayor, Angelo Rossi. The California Newspaper Publisher's Association was host at a luncheon the opening day. CNPA president William S. Kellogg presided. Following introductions by John B. Long, CNPA general manager, addresses were made by Neal

Van Sooy, publisher, the Azusa Herald and president of the Los Angeles Professional chapter of the fraternity, and Bill Rogers, publisher, the Beverly Hills Citizen.

The San Francisco Press Club and the Press Building of the Golden Gate Exposition were hosts at dinner Thursday evening. Phil Sinnott, Coast manager, NEA Service, Inc., presided as toastmaster. The traditional banquet was held Friday evening at the Stanford Union, with President Brandenburg presiding. Donald J. Sterling, managing editor of the Portland (Ore.) Journal and president of the American Society of Newspaper Editors, was the principal speaker.

The Saturday morning session adjourned at 11:30 o'clock and the entire convention party went to Joe DiMaggio's famous Grotto at Fisherman's Wharf for lunch as guests of the Stanford Undergraduate and San Francisco Professional chapters. Following a two-hour sight-seeing trip the party visited the Golden Gate Exposition.

BUSINESS sessions of the convention were adjourned at noon, Sunday, and the entire party of delegates, officers and visiting members moved by train to Los Angeles. Met at the train by the hosts of Southern California, the party was conducted on a sight-seeing trip throughout Los Angeles. Through the courtesy of Felix

Young, proprietor of the Trocadero night club, many of the delegates visited this popular club and were introduced to many motion picture stars by Harry L. Crocker, assistant publisher of the Los Angeles Examiner.

W. C. Moore, publisher and newspaper broker, was host to the convention at breakfast Tuesday morning at the Beverly Hills Hotel. The remainder of the morning the party was taken on a tour of the Twentieth Century-Fox movie lots and sets. Paramount Studios was host at lunch, after which the party toured that companies lots and studios. At Paramount the entire convention party was taken onto the sound set where a picture based on the life of Victor Herbert is being made. Officials of the studio said the Sigma Delta Chi party was the largest ever permitted on a sound set while the picture was being made.

Following the Paramount trip, delegates were conducted through the new studios of the Columbia Broadcasting system, and heard a talk there by Paul Pierce, CBS script chief on the Pacific coast.

THE day of activity ended with a banquet Tuesday evening at the Beverly Hills Hotel with the Los Angeles Professional and University of Southern California Undergraduate chapters as hosts. Speakers were Rupert Hughes, author; Grover Jones, prominent screen story writer, and Bob Benchley, radio entertainer and motion picture actor. Harry L. Crocker presided as toastmaster.

They Helped Map Plans for Pacific Coast Meeting of SDX



Richard Dudman

Dick, president of the Stanford chapter of SDX, proved a genial host and also a "barker" of no mean ability on the "rubber-neck" tour of San Francisco. He knows all the "famous" places.



Carl P. Miller

Past President Miller, manager of the Pacific Coast edition of the Wall Street Journal, was one of the many professional members of SDX who helped shoulder the burden of the convention.



Johns Harrington

When the convention moved to Beverly Hills and Los Angeles, Johns, as president of the University of Southern California undergraduate chapter, took up the duties of host where Dick Dudman left off.

The San Francisco committee on local arrangements were composed as follows: Chairman, H. C. Hendee, editor, Pacific Coast Edition, the *Wall Street Journal*, and president of the San Francisco Professional chapter; Philip J. Sinnott, Pacific Coast Manager, NEA Service; Miller Holland, Pacific Division News Manager, *United Press*; Jack Hodges, editor, *Western Baker*; and Robert C. Elliott, editorial writer, *San Francisco News*.

The Los Angeles arrangements committee was composed of: Chairman, Carl P. Miller, vice-president and general manager, the Pacific Coast Edition, the *Wall Street Journal*; Roy L. French, director, School of Journalism, University of South-

ern California; Neal Van Sooy, publisher, *Azusa Herald* and president of the Los Angeles Professional chapter; and Harry L. Crocker, assistant publisher, the *Los Angeles Examiner*.

Presidents of the Undergraduate host chapters are Richard Dudman, Stanford, and Johns Harrington, University of Southern California.

The convention voted special thanks to Dr. Chilton R. Bush, director of the Division of Journalism at Stanford, and newly elected vice-president of the fraternity, for his work in coordinating the activities of the host organizations, and directing local convention arrangements on behalf of the national organization.

authority to initiate is granted. A Professional chapter will be required to submit name of candidate and his professional record for approval of the Executive Council before initiation can be held just as Undergraduate chapters do.)

(3) "Article VI, Section 3—The President at each convention shall establish an Undergraduate delegates' committee of three or more men to meet with and advise the Executive Council during its deliberations at convention. (Recommended by the Executive Council to assure Undergraduate representation at its meetings.)

Approved Executive Council Actions and Recommendations—

(1) Lifted suspension on University of Iowa chapter, re-instating that chapter with good standing.

(2) Suspended the Washington State College and University of Nebraska chapters for failure to be represented by an official delegate at the convention.

(3) Recommended the investment of \$2,500 of the Reserve Fund for Unearned Subscriptions in U. S. Government bonds.

(4) Re-appointed Ralph L. Peters editor of *THE QUILL* and James C. Kiper Executive Secretary of the Fraternity.

Recommended—

(1) To the Executive Council that the petition of the local journalism group, NWS (News-Wolverine-Spartan), at Michigan State College, East Lansing, Mich., be accepted and that it proceed with the granting of a charter for an undergraduate chapter of Sigma Delta Chi.

(2) Investigation of the feasibility of an internship program, to be sponsored by Sigma Delta Chi chapters and the national organization, in colleges and universities where chapters are located but do not yet have such a program. A committee is to determine the feasibility of the plan.

What the Convention Did

[Concluded from page 7]

America accurate, unbiased and speedy reports on foreign events despite great obstacles. (See adjoining story.)

Adopted By-Laws—

(1) "Article II, Section 21—The Executive Council is authorized to invest annually whatever portion of the Reserve Fund for Unearned Subscriptions as shall be deemed advisable and authorized by the convention; the manner in which said portion of the Fund is to be invested is to have the approval of the convention in assembly." (Recommended by the Executive Council, this action is a means of increasing income to be used solely for the publication of *THE QUILL*.)

(2) "Article IV, Section 9—A Profes-

sional chapter may be granted authority by the Executive Council to initiate candidates for Professional membership providing the chapter meets all the requirements of the constitution and by-laws of the Fraternity, and other specific requirements established by the Executive Council." (Recommended by the Executive Council as a result of requests from Professional chapters, this by-law will not let down the bars or permit wholesale initiations. Authority to initiate will be granted only to strongly organized Professional chapters which operate on a basis similar to that of Undergraduate chapters. Advice of Undergraduate chapters in region of petitioning Professional chapter will be sought before

AS WE VIEW IT

An Orchid or Sol

AMERICAN correspondents have done a swell job in reporting the many significant changes taking place in Europe these recent weeks. As a matter of fact, we shouldn't limit our praise to what has been done in recent weeks, for these same correspondents have capably reported for the last several years the gathering storm that finally has broken.

The American newspaper reader has been given as complete a picture as possible of what has been happening. Now that the English and French censors have clamped down, as previously had been done in other countries, the flow of facts is not as free as it was.

American papers, it seems to us, have taken wise and careful pains to make their readers aware of the difficulties faced in trying to bring the news to them. They have used editor's notes, precedes, qualifying phrases and other devices to warn readers "This has been passed by the censor"; "This is the British viewpoint on this situation as compared to Berlin's"; etc.

In the headlines they have used such qualifying verbs as "claims," "says," "reports," etc., meant as signposts warning readers they should not swallow the story whole—that its source and also the rival claims should be considered. Stories from both sides of the present controversies have appeared side by side.

THAT is good newspaper policy in times such as these—or any time, for that matter. Let the readers know the difficulties faced in trying to get at the facts or as near the truth as conditions permit. Let them know the papers are trying to do a good job, to assemble all the information possible and lay it before them for their information.

It will be increasingly difficult to arrive at anything near the truth if the war goes on, particularly as efforts are made to draw America into it. If America should enter the war, it will be difficult to get at the truth within our own borders.

But the action taken by American newspapers to date should signify to their readers—and we hope the readers are made aware of the fact—that the American press is telling the truth, or as much of the truth as it is possible to get, and will continue to do so as long as permitted.

Propaganda Perils

AMERICA is today—and will become increasingly so in the future—a battleground on which or over which the rival propaganda forces of the various European powers will hurl their verbal barrages, each trying to get your Uncle Samuel on one side or other of the international fence.

Every reporter, every editor—anyone having to do with the assembling and editing of news and views, must be increasingly suspicious of any and all news that he handles, question his sources, the motives of those who approach him bearing gifts of information, on, off or beyond the record.

It hasn't been so many years since the United States was led into a European conflict, largely by means of a ring of

propaganda thrust through the unsuspecting nostrils of an idealistic nation that believed tales of Belgian babies with their hands cut off, of mutilated and violated women, of corpse factories, crucifixions, etc. All these and other lies poured from the propaganda mills of Europe. After we got into the conflict, we had some of the homemade variety.

Perhaps the propaganda-mongers will be a bit more subtle and cunning

in the present crisis—perhaps they will have to have more time to think up bigger and better atrocity stories—but we should know from past experience that they are to be expected.

WE'D like to have every newspaperman, every newspaper reader, too, read and read again a small but highly significant volume, "Falsehood in War Time," by Arthur Ponsonby, which gives the lowdown on these various war-time lies.

First published in 1928, the book was re-published rather recently at \$1. There should be a copy in every newspaper office. A more scholarly and intensive study of the same subject is the recently published "Propaganda for War, the Campaign Against American Neutrality, 1914-1917," by H. C. Peterson, assistant professor of history in the University of Oklahoma.

Read them both—the better to prepare yourself against propaganda and, through you, its spread to the reading public. And, after reading these two volumes on propaganda, we'd suggest you take time to read Joseph Gollomb's "Armies of Spies" and John L. Spivak's "Secret Armies."

After you've read the four of them, you'll realize more than ever what a real job lies ahead for American papers and American newspapermen. The past few months and years have been tough on the truth—but if the war continues truth is going to take a terrific beating. We haven't seen anything yet!

More Iron Lungs!

WE don't know how many newspapers conducted campaigns this past summer to raise funds to provide one or more iron lungs for their communities.

We don't know how many children or adults died whose lives might have been saved had there been iron or rubber lungs available.

We do know that we feel there is no campaign, no public service project, that could better serve the community, that should receive more enthusiastic support of readers.

We noted with pleasure the efforts of the Tampa (Fla.) *Times* and *Tribune* to raise funds for an "iron lung" for a local hospital. The campaign was so successful that the paper was able to buy two iron lungs and still have funds left over to be returned to subscribers.

What is the situation in your community? Does it have one iron lung? Or, having one or two, does it need more?

It won't be many months until the disease, checked by the arrival of fall, will return to repeat its ravages. Why not an editorial campaign to protect your community?

AT DEADLINE

[Concluded from page 2]

Now listen a minute, Bob, we never said anything of that sort, nor intimated it. Dawgonnit, we know you boys on the weeklies turn out some dingers in the headline writing art (some of them unintentional, you must admit) and we're only too glad to have any or all of you send them in.

Show these big city fellows that you boys in the weekly field can write rings around them when it comes to heads—let's go!

THERE was another chuckle in the one sent in by Hal G. Stearns, city editor of the Havre (Mont.) *Daily News*, which appeared in that paper over a story relating how a Blackfoot Indian drove into a light pole and extinguished all the lights in a nearby city. The head, in keeping with the times, read:

**Blackfoot Redman,
Full of Red Eye,
Blacks Out Burg!**

All the way from J. Roy Peterson, of the publicity and publications office of the University of Hawaii, Honolulu, came this one which appeared over a UP story telling of Mrs. Harry Fonda's return from a honeymoon in Bali—without her husband. She announced she planned to seek a divorce. The head describing the sad state of affairs read:

**Fonda Bali—Well Too Fonda
of Bali and Not Mrs. Fonda!**

NOT all the good headlines are to be found in the dailies—or the weeklies either—E. J. Tangerman, consulting editor of *Power*, observes and backs up his assertion with some specific examples of the sort of headlines which are appearing in the trade and technical journals.

Power ran a picture of a cracked brick chimney which presumably was held together by a creeper which grew up it. The headline was:

**Creeper Climbs,
Clamps Crack**

When Julian La Rose Harris, executive editor of the *Chattanooga Times*, showed the caption to be incorrect, *Power* printed a lengthy correction headed:

Wrong, by Chimney!

Another head in *Power* had to do with a picture story on a new Norwegian motorship. The headline read:

Norsepower

Mr. Tangerman also reports a head in a companion McGraw-Hill publication, *Mill Supplies*, which appeared

over an article about an industrial distributor who had made a good business of selling bronze bars. It read:

Gentlemen Prefer Bronze

Well, there you have some samples from the daily, weekly and trade journal field. We hope to be back in a flash with some other flashy ones.

FORGETTING about heads for a moment, we'd like to report on the reaction of Lucille Smith Adams, of the Mayfield (Ky.) *Messenger*, to the recent unsigned article in *THE QUILL* which told of the trials and tribulations of a small-town society editor. The title was "I'm Just a Journalistic Jill."

Miss Adams, who signs herself "Another Journalistic Jill," observes:

"My hat is off to someone who in a recent issue of *THE QUILL* so beautifully gave the trials and tribulations of the small-town daily's 'society editor.' I would like to meet that person face to face, take her by the hand and whisper encouragingly, 'Sister, them's my sentiments.'"

After further comment on the article, Miss Adams closed with these touching lines:

Blessings on you, Little Flunky,
To hold the job you gotta be spunky,
Items here and cussings there,
Why not yell and tear your hair?

The ads are lousy, the merchants shout,
The make-ups wrong—just throw them out.

The presses roar, the linotypes click,
The constant uproar makes you sick.

Blessings on you, Little Girl,
You wouldn't quit it for the world!

ACCORDING TO—

"Congratulations on the steady improvement in *THE QUILL*."—**REX TUSING**, *Daily Courier*, Grants Pass, Ore.

"I can't resist the temptation to tell you how excellent *THE QUILL* continues. Keep up the good work."—**LELAND F. LELAND**, Publisher, the *Fraternity Month*.

"I greatly enjoy *THE QUILL*; so does Mrs. Nicholson. Even after many years I experience a nostalgic thrill at the thought of the good old days when I was a citizen of the Fourth Estate."—**MEREDITH NICHOLSON**, Minister to Nicaragua.

"As a life subscriber and consistent reader of *THE QUILL*, may I offer congratulations on the fine job you are doing."—**J. L. FLAHERTY**, Press Gallery, House of Commons, Ottawa, Ont.

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Pick-up!

During the last three weeks of September The Personnel Bureau received calls for 14 men. The jobs ranged from cub reporting to corporation publicity.

There does seem to be some improvement in employment conditions in the field of journalism.

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A nation-wide non-profit service supported by Sigma Delta Chi, Professional Journalistic Fraternity.



Vincent Sheean is but one of an army of newspapermen and newspaper correspondents who have minted their vast journalistic experience into a wealth of important, international literature . . . plus personal reimbursement on a large scale. "Not Peace But a Sword" in the 170 thousand class. You who have journalism as an aim will find yourself in superb company.

We live today in a cycle of just such books as this, by men who have lived history and clicked it off in white-heat, from their typewriters. Journalism is producing the men and women who write the messages the public eagerly awaits. A grand profession.

Editor & Publisher has in its own blood the ideals and the relentless search for news-facts, that make for this higher journalism. Ask these top-notchers and they will tell you it guided them in their younger days . . . was an inspiration and a champion, always . . . and that they read it just as faithfully NOW! One issue follows another for fifty-two weeks during what is destined to be an epochal newspaper year. Subscribe at *once*. No \$4.00 you ever spent could bring as *much practical* value.

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